



National Pest Management Association



A TV PUBLIC SERVICE CAMPAIGN TO  
PROTECT YOUR HEALTH AND FAMILY



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## **ABOUT THE NATIONAL PEST MANAGEMENT ASSOCIATION AND THE PEST MANAGEMENT FOUNDATION**

The National Pest Management Association (NPMA), a nonprofit organization with more than 7,000 members from around the world, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property from the diseases and dangers of common household pests.

The Pest Management Foundation (PMF) is a 501(c)(3) nonprofit organization whose mission and purpose is to advance the pest management industry through education, research, and training.

For more information, please visit [PestWorld.org](http://PestWorld.org).



**Learn more about the  
National Pest Management  
Association's consumer  
education resources.**

[PESTWORLD.ORG](https://www.pestworld.org)

[IDENTIFY PEST](#)

[HEALTH HUB](#)



[FACEBOOK](#)



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Dear Public Service Director,

For many of us, a headache, fever, congestion or muscle aches may indicate the onset of a common cold or allergic reaction, but did you know these symptoms can also stem from something more serious? It may be hard to believe, but these symptoms can also be the sign of a potentially serious infectious disease or allergic reaction transmitted or triggered by common insects and parasites.

For example, mosquitoes are known to be the deadliest animal in the world, and can be a serious public health threat here in the U.S., transmitting Zika virus and West Nile virus, which can cause high fevers and severe headaches, among many other symptoms. Ticks are also a major concern as various species are on the rise, which are capable of transmitting diseases like Lyme disease and Rocky Mountain spotted fever in one quick bite, causing initial symptoms of muscle aches or rash. The National Institute of Environmental Health Sciences (NIEHS) reports that one-in-five children in the United States have severe sensitivities to cockroach allergens, which can trigger asthma attacks, leading to respiratory distress. And bed bug bites alone can be traumatic, but secondary infections like MRSA is also possible from scratching bites.

The fact is, many of us don't often think of pests as a health threat or the trigger behind our symptoms, but pests can indeed have harmful and often hidden effects upon our health and our family's health. Preventing contact with these pests is critical to help curb and prevent these illnesses.

Your station can help educate viewers about these hidden health risks by airing the public service announcement (PSA), titled "**Symptoms**" (:60, :30, :15, :15). This PSA campaign is a joint effort from the National Pest Management Association (NPMA) and the Pest Management Foundation (PMF). The PSA highlights the unexplained symptoms of many pest-related health issues and encourages viewers to learn more by visiting [PestWorld.org](http://PestWorld.org).

The NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by common household pests. The Pest Management Foundation (PMF) is a nonprofit organization whose mission and purpose is to advance the pest management industry through education, research, and training.

Pests and pest-transmitted diseases are not restricted to a particular region of the country or time of year. For these reasons, the PSA **has no end date for use**. We hope that you will air this public service message as soon and as often as possible.

Respectfully,



Cindy Mannes  
Vice President of Public Affairs  
National Pest Management Association

## Symptoms PSA

Threats to your health can come from the most unexpected places. This PSA highlights the unexplained symptoms that can arise from health complications caused by pests. Additional information is available at [PestWorld.org](http://PestWorld.org).

To learn more, please watch our :60 PSA which is also available in :30 and :15 lengths. We ask that you please air our PSAs as soon and as often as possible. **These PSAs have no end date for use.**

Additional PSAs are available for review and download at <http://www.c360m.com/PSACConnect/npma/>

Thank you for your consideration.



## TV PSA SCRIPTS

<b>"Symptoms" (:60)</b>	
1. Shot of female college athlete holding a baseball and mitt on a field.	<b>MUSIC UP AND UNDER_</b>  <b>ATHLETE O/C:</b> They said it could be some kind of food allergy.
2. Shot of older man sitting on a bench petting a dog.	<b>MAN O/C:</b> My muscles ached, I was tired all the time.
3. Close-up shot of a woman. Switch to shot of mother and son standing behind a car.	<b>MOTHER O/C:</b> It happened like that. A full-blown asthma attack... it was scary.
4. Shot of a young women stretching into a yoga pose in a park.	<b>NARRATOR V/O:</b> The unsettling thing about some symptoms is...
5. Close-up shot of the young woman stretching in the park.	<b>WOMAN O/C:</b> A fever ... headaches ...
6. Shot of female college athlete on a baseball field.	<b>ATHLETE O/C:</b> I had these red itchy welts ...
7. Continued shot of female college athlete on a baseball field. Switch to a close-up shot of the older man standing in front of a lake.	<b>NARRATOR V/O:</b> ...you don't always know what's causing them.
8. Close-up shot of man standing in front of a lake.	<b>MAN O/C:</b> It was Lyme disease... from a tick bite.
9. Shot of young woman stretching in a yoga pose in a park	<b>WOMAN O/C:</b> I had West Nile virus.... from a mosquito.
10. Close-up shot of mother.	<b>MOTHER O/C:</b> A reaction triggered by cockroach allergens.

## TV PSA SCRIPTS

<b>"Symptoms" (:60 continued)</b>	
11. Close-up shot of female college athlete on a baseball field.	<b>ATHLETE O/C:</b> Bed bugs..
12. Close-up shot of female college athlete putting on gloves in a baseball field.	<b>NARRATOR V/O:</b> Threats to your health can come from the most unexpected places.
13. Shot of young woman stretching on a yoga mat in a park.	<b>NARRATOR V/O:</b> Mosquitoes can transmit West Nile virus and also Zika virus.
14. Shot of older man walking his dog next to a lake.	<b>NARRATOR V/O:</b> Ticks can carry Lyme disease and Rocky Mountain spotted fever.
15. Shot of young boy riding a scooter in a park, the boy passes by his mother who is sitting on a bench and smiling at him. Switch to shot of young woman stretching in the park.	<b>NARRATOR V/O:</b> And allergens from cockroaches can trigger asthma attacks, leading to respiratory distress.
16. Shot of women stretching in a park. Switch to shot of man petting his dog near rocks by a lake. Switch to shot of female athlete throwing a baseball.	<b>NARRATOR V/O:</b> Don't wait until you or someone you love is suffering with unexplained symptoms.
17. Close-up shot of mother speaking with son.  <b>GRAPHIC:</b>  <b>Pestworld.org</b>  <b>A public service message from the National Pest Management Association and Pest Management Foundation.</b>	<b>NARRATOR V/O:</b> Get the facts you need to protect your family. Visit <a href="http://Pestworld.org">Pestworld.org</a> .

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.c360m.com/PSAConnect/npma/](http://www.c360m.com/PSAConnect/npma/)

### **No End Date For Use**

Symptoms (:60, :30, :15, :15)

### **501(c) certificate is available below:**

Professional Pest Management Alliance:

[www.c360m.com/EPK/36566\\_NPMA\\_TV/ppma\\_letter.pdf](http://www.c360m.com/EPK/36566_NPMA_TV/ppma_letter.pdf)

Please let us know your preferences on receiving  
PSAs by contacting:

**Holly Mulé:** via e-mail at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.

# 501 (c)(3) certificate

FEB-19-2000 11:25AM PAYROLL AND FINANCIAL ADVERTISING

No. 3342 P. 2

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 10 2000

PROFESSIONAL PEST MANAGEMENT  
ALLIANCE  
8100 OAK ST  
DUNN LORING, VA 22027

Employer Identification Number: 54-1885790  
EIN: 200341007  
Contact Person: ROBERTA VAN MEETER ID# 52624  
Contact Telephone Number: (877) 829-5500  
Internal Revenue Code Section 501(c)(6)  
Accounting Period Ending: June 30  
Form 990 Required: Yes  
Addendum Applies: No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth

**Pest World**.ORG



Your Partner in Pest Prevention